

## SCHOOL DISTRICT No. 23 – BOARD COMMITTEE REPORT

COMMITTEE: Planning and Facilities Committee Meeting DATE: September 19, 2018  
CHAIRPERSON: Trustee Chris Gorman STAFF CONTACT: Mitch Van Aller, Director of Operations

*The Committee Chairperson acknowledged that the meeting was being held  
on the Traditional Territory of the Okanagan People.*

### In Attendance:

#### Board Attendees:

Trustee C. Gorman, Chairperson  
Trustee D. Butler, Committee Member  
Trustee J. Fraser, Committee Member  
Trustee M. Baxter

### In Attendance:

#### Staff:

E. Sadlowski, Secretary-Treasurer  
M. Van Aller, Director of Operations  
D. Widdis, Planning Manager  
S. Kamstra, Assistant Director of Operations  
K. Kaardal, Superintendent of Schools/CEO  
T. Beaudry, Deputy Superintendent  
L. Parker, Executive Assistant (Recorder)

### Partner Group Representation:

COPAC S. Shakespeare, President  
COPVPA R. Ward, Members Liaison: Middle/Secondary  
COTA S. Bauhart, President  
CUPE D. Tether, President  
DSC No representative

### Agenda - Additions/Amendments/Deletions

|        |                              |      |                                                                |
|--------|------------------------------|------|----------------------------------------------------------------|
| Delete | Discussion/Action Item       | 6.1  | Right-of-Way for a Power Transformer on KLO Middle School Site |
| Add    | Recommendations to the Board | 10.1 | Westside Grade 4 Middle Entry French Immersion Update          |

September 19, 2018 Committee Agenda – approved as amended.

### Reports/Matters Arising

August 22, 2018 Committee Report – received as distributed.

### Committee Members Queries/Comments

Trustee Baxter stated that the Peachland Elementary School Welcome Back Party is on Thursday, September 27, 2018 from 4:00 to 7:00 pm. The ribbon cutting for the new playground is between 5:00 and 5:30. Local dignitaries and trustees are invited to attend.

Trustee Fraser queried when the Board approved rainbow sidewalk at the new School Board Office would be completed.

*The Superintendent of Schools/CEO stated that staff is in the process of finalizing a design to bring to the Board. Mount Boucherie Secondary School is also painting a rainbow sidewalk so the District will use the leftover paint to complete the project at the School Board Office. Partner groups and students will be invited to help paint.*

The COTA President asked to confirm that the Annual General Meeting was moved up to November from December.

*Trustee Gorman confirmed that as this is an election year, the Inaugural Meeting will be held on November 7, 2018 at 6:00 pm and will include the swearing in ceremony, the election of the Board Chairperson and Vice-Chairperson and any related financial requirements. The following week at the regular Public Board Meeting the remainder of the Board business will be conducted, such as Committee Chairperson elections and scheduling of meetings.*

## **Information Items**

### **1. Operations Summer Projects Update**

The Director of Operations stated that summer is always a challenge to complete all the necessary projects prior to school start-up. This summer was successful with most projects being fully completed. The Director thanked all the staff and crew for their hard work.

*The COTA President expressed her gratitude to operations and CUPE colleagues for readying the classrooms on behalf of all the teachers.*

## **Items Requiring Special Mention**

The Superintendent of Schools/CEO stated that the District was given the opportunity to participate in Pavement Patty at Rutland Elementary School. The awareness campaign is an optical illusion designed to help remind drivers to slow down and pay attention in school zones. More information is attached to the report.

## **Recommendations/Referrals To the Board/Coordinating Committee/Other Committees**

The Committee Chairperson read the following announcement about the Westside Grade 4 Middle Entry French Immersion:

The Board of Education passed a resolution in June stating the report for the Grade 4 Middle Entry French Immersion program was to return to the Planning and Facilities Committee for further consultation and information gathering and to bring back to the Board by October 2018.

We have a Coordinating Committee that sits to review the items that are coming forward to the Board and places items on the appropriate agendas. It was decided at that meeting that since not all Trustees necessarily attend Planning and Facilities Committee Meeting, and due to the importance and impact of this decision, it was appropriate that the information come directly to the Board as a whole. The Board will be prepared to have a full debate and decision at the October 10, 2018 Public Board Meeting.

*The Committee Chairperson allowed for an additional Public Question/Comment Period.*

## **Public Question/Comment Period**

Terry Lum asked if the survey results for the Westside Grade 4 Middle Entry French Immersion would be made available prior to the October 10, 2018 Public Board Meeting.

*The Superintendent of Schools/CEO stated that the results will be available as part of the Public Board Meeting Agenda Package and will be available on the website by end of day Friday, October 5.*

Terry Lum stated that a number of school zones have speed reader boards in them and asked if this was upon request. *The Deputy Superintendent stated that the District has a unique partnership with the Traffic Safety Officer who coordinates with the RCMP about specific hot spots in the District that has dense traffic congestion.*

## **Items for Future Planning and Facilities Committee Meetings**

| <b>September</b>                                             | <b>October</b>                                                                                                 | <b>November</b>                                              |
|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| - Summer Projects Update                                     | - Annual Integrated Pest Management Report<br>- Final recommendations for naming of Lake Country Middle School | - Review of the Long-Term Facility Plan ( <i>Info Item</i> ) |
| <b>January</b>                                               | <b>February</b>                                                                                                | <b>April</b>                                                 |
| - Annual review of Committee's Mandate, Purpose and Function | - Annual Facility Grant (AFG) Plan                                                                             | - Capital Project Bylaw for AFG                              |
| <b>May</b>                                                   | <b>June</b>                                                                                                    | <b>August</b>                                                |
| - Transportation Update<br>- Capital Plan Submission         | - Energy & Sustainability Presentation                                                                         | - To be determined                                           |

### **Meeting Schedule**

Wednesday, October 17, 2018 6:00 pm

Wednesday, November 21, 2018 6:00 pm

### **Questions - Please Contact:**

Chris Gorman, Chairperson  
Mitch Van Aller, Director of Operations

Phone: 250-575-2731      email: [Christopher.Gorman@sd23.bc.ca](mailto:Christopher.Gorman@sd23.bc.ca)  
Phone: 250-870-5150      email: [Mitch.Vanaller@sd23.bc.ca](mailto:Mitch.Vanaller@sd23.bc.ca)

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Chris Gorman, Chairperson

Suite 160-1020 Mainland St. Vancouver BC Canada V6B 2T5  
p 604.684.1111 | wasserman-partners.com



## The Community Against Preventable Injuries

Pavement Patty Run of Play - Kelowna

Location:

**KELOWNA**

Rutland Elementary School

620 Webster Road, Kelowna

| Date               | Time             | Task                                                                                                                    | Responsible             |
|--------------------|------------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Wednesday, Sept 19 | 9:00am – 10:00am | - Anticipated arrival of Jake and Jason to Kelowna                                                                      | - Jake, Jason           |
|                    | 10:00am – 2:00pm | - Weather dependent, possible start to installation process<br>- Flaggers on scene for single lane, alternating traffic | - Jake, Jason, Flaggers |
| Thursday, Sept 20  | 7:00am           | - News release on wire<br>- Media release                                                                               | - H&K                   |
|                    | 7:30am           | - Preventable (Jennifer) and BCAA (Shawn) arrival at Rutland Elementary School                                          | - Jennifer, S           |
|                    | 7:45am           | - Distribute backpacks to kids if available                                                                             |                         |
|                    | 8:00am           | - Drop-off times begin<br>- Event photography                                                                           |                         |
|                    | 8:25am           | - Alarm bell rings                                                                                                      |                         |
|                    | 8:30am           | - School in session                                                                                                     |                         |
|                    | 10:00am          | - Depart location                                                                                                       |                         |
| Friday, Sept 21    | 4:00pm           | - Flaggers arrive<br>- Removal of installation                                                                          | - W+P, Flaggers         |
| Tuesday, Sept 25   | 4:00pm           | - Flaggers arrive<br>- Removal of installation                                                                          | - Flaggers, Chris       |



MEMBERSHIP  
IS REWARDING

September 19, 2018

Dear parents and caregivers of students at Rutland Elementary,

Re: School zone safety initiative

As road safety advocates, BCAA and Preventable are partnering on a school zone safety awareness campaign.

In planning our campaign, we've heard clearly that the Rutland Elementary community shares our concerns for school zone safety, especially during busy drop-off and pick-up times. It's a concern that's shared across the province, in all school districts, which is why we want to make a difference through promoting safer driving.

From September 20-25, the Rutland Elementary school zone will play host to a temporary 3D optical illusion nicknamed "Pavement Patty" that's designed to help remind drivers to slow down and pay attention in the school zone. **There will be no changes to local traffic patterns or access.**

Pavement Patty is an image, printed in weatherproof, skid-proof vinyl and installed directly on the street. A sign asking "In a rush at a school zone? Seriously?" first alerts drivers. Then as drivers approach, they see the optical illusion of a child (Patty) appearing to cross the street. As she comes into view, she serves as a reminder to drivers to slow down.

The illusion is one of only two in British Columbia and has been approved by the City of Kelowna, with the Central Okanagan Public Schools supportive of the initiative.

According to Preventable, every year 72 schoolchildren are injured by vehicles in school zones and playgrounds across British Columbia. We hope that awareness-raising initiatives such as Pavement Patty will help contribute to making school zones safer.

For more information about Pavement Patty, please visit  
<http://www.preventable.ca/shifting-attitudes-with-illusions/>

Sincerely,

Sara Holland  
Senior Manager, Communication & Advocacy  
BCAA | British Columbia Automobile Association  
Corporate.Communications@bcaa.com

# "Pavement Patty"

Changing driver attitudes and behaviours in school zones

THE COMMUNITY AGAINST  
**preventable**  
INJURIES

## The Organization

Preventable injuries are the leading cause of death for British Columbians between the ages of one and 44. They are one of the largest burdens on our health care system, consuming funds that could be used elsewhere to address critical, non-preventable health care issues.

The Community Against Preventable Injuries, or Preventable, is a social marketing organization established to raise awareness, transform societal attitudes, and change behaviours to significantly reduce the number and severity of preventable injuries in BC.

Research-driven, Preventable spent 3 years investigating the causes and attitudes that lead to preventable injuries. The key learnings were that up to 90% of all injuries are predictable and preventable but, most people believe serious injuries are inevitable. They are very clear on what to do not to get injured, but think, "it won't happen to me." The common thread linking all preventable injuries is attitude – a deeply-held yet erroneous belief that preventable injuries only happen to "other people."

The job became clear: we need to call attention to that little voice inside your head that knows that sometimes, bad things can (and do) happen to good people. How do we do that? By challenging your thinking. By pressing you on your long-held beliefs. By reminding you of what you already know. And yes, by making you feel a bit uncomfortable about the "oh well..." attitude that you may have about preventable injuries.

The best part is that this social marketing approach is working. We've continued to monitor how the campaign has been received throughout the years. We've observed measurable, significantly positive shifts in attitudes around the inevitability of preventable injuries. Most important of all, since launching Preventable, there has been a statistically significant reduction in injury-related deaths among the target population and their kids.

## The Challenge

Preventable has built many close relationships with more than 100 partner organizations to leverage their knowledge, skills,

and support to reach even more people in the moments and places where injuries occur and can be prevented – what we call "moments of risk."

In 2010, Preventable was challenged by one of its partners, BCAA to reignite the importance of slowing down in school zones. After so many years, drivers were no longer paying attention to the reminders on the road. The goal was to cut through the clutter, initiate discussion, and remind drivers in that moment of risk that they know that driving quickly through a school zone is wrong, thereby bringing awareness to the issue, tackling attitudes, and changing behaviours.

## The Approach

Preventable and BCAA worked with Wasserman + Partners Advertising to create "Pavement Patty," a 3D optical illusion of a child chasing a ball across the street in a school zone in West Vancouver. The illusion was designed to create significant media buzz in order to better spread the message for drivers to slow down in school zones.

We worked with the municipality, school district, and local police to make sure the activation was implemented safely by conducting several site inspections and calculating all the necessary measurements. The location of the decal was carefully selected to be after a crosswalk so that drivers were already slowing down by the time they engaged with the stunt.

Once logistics were worked out, we printed Pavement Patty on a large 80-foot decal on skid-proof, weatherproof vinyl and placed it on the street directly opposite an elementary school. The optical illusion was achieved as you drove up to the decal on the pavement. The effect was not jarring as you gradually made your way to the optimal viewing point.

Large signs displaying the campaign message "You're probably not expecting kids to run into traffic" were posted ahead of the illusion. Since the illusion is not dependent on speed, drivers tended to drive slowly through the illusion to better enjoy the experience. Local police were on scene for the media event to safely guide traffic in the school zone.



Campaign sign and side view of the decal



Optimal view point

## The Story Takes Off

We prepared an extensive social media plan to amplify the media exposure we expected to generate from this educational stunt. Since the execution was the first of its kind, we invited the press to a media launch and found ourselves on the cover of the Vancouver Sun days before the event took place.

Response to the Pavement Patty stunt was both immediate and enthusiastic, with interest coming in from all around the world. By the next morning, bloggers worldwide were posting about the illusion. Our video of the installation ended up being the top viewed video on MSN.com, garnering nearly 600,000 views and hundreds of comments within a couple of days.

As Preventable already had in place a robust social media strategy and a community of online supporters through the outreach we had completed over the past two years, we were well-equipped to manage feedback. We closely monitored the social media and website activity to see what the main issues and reactions were. Listening to genuine concerns and questions regarding the safety of the stunt, we responded to misinformation by writing a new blog post that addressed the facts. People tweeted us their opinions and questions, and we answered them. Those in our community supported our campaign by promoting it through their tweets. Comments on our blog and video, both positive and negative, were published to offer a balanced view. We also responded to the many comments on other blogs and online articles with a link back to our blog post that clarified how the illusion worked.

Within 24 hours, we had turned a story which started off very positive, then veered into negative territory (when people wrote about it out of context), back to a positive conversation. A key turning point was when a CNN reporter tweeted us to ask about driver responses to the illusion. We tweeted her back, directing her to the updated blog post. Based on that interaction, CNN wrote a great fact-based story which reached the masses with a more balanced perspective. As a follow-up, CTV published another story with an updated viewpoint.



Media event (local police on scene for traffic control)

## The Results

Nationally and internationally over 50 stories, including CNN.com, ABCnews.com, BBC (UK), Fox, Sky News, CBC, Global, CTV, and countless blogs, covered the illusion. The story reached countries as far as New Zealand, Russia, Japan, and India. National press such as CBC and CTV not only covered us, but followed the developments as well. The Doctors' show in LA ran a segment on the illusion. We also received requests from Traffic and Safety officials to buy the illusion. We even had a Mad Men piece in the The Globe and Mail, bringing our campaign into the sphere of current culture.

We harnessed the power of social media by being responsive and prepared. Although the installation happened 8 years ago, the conversation continues as media requests still come in asking about the stunt.

Most importantly, we succeeded in starting a global conversation about pedestrian safety in school zones. We got people to think about the issue and reflect on their behaviour when they drive through school zones – exactly what we set out to do.

## The Proposal

Preventable and BCAA are once again partnering to bring the Pavement Patty program back to life to bring awareness on the importance of slowing down in school zones, thereby working to change attitudes and behaviours.

We are currently exploring the installation of the Pavement Patty illusion in 3 BC locations: Surrey, Burnaby, and Kelowna. The stunt would launch on the first week of September and would be live for approximately one week. The installation would take place on the Labour Day long weekend, ahead of the launch. Media will be invited to attend to speak with BCAA and Preventable spokespeople at one of the locations. Signage would once again be placed ahead of the installation with the campaign messaging, reminding drivers to listen to that little voice in their heads that reminds them to slow down in school zones.

At this time we ask for your support and involvement in launching Pavement Patty 2.0 this September. Consultations with the Pavement Patty project managers can be made available to meet and discuss the logistics and questions of the program.

